

S/70/90

7/9/90

## TOTAL PRICE VALUE GROUP MARKET SHARE

For pricing model

2045378049

P.M.'S SHARE BASED ON PROPOSED PRELIM 2ND REVISED FC @ 223.0

P.M.'S SHARE BASED ON PRELIM 2ND REVISED FC AND APPROPRIATE ADJUSTMENTS 1991-94

P.M.'S SHARE OF PV SMOOTHED 1990-95 TO GET TO 40% SAME AS BASE PLAN

		DIFF	BLACK	DIFF		DIFF	DIFF	PRICE-OFF	DIFF	SUB-	DIFF		
	TOTAL	VS. YAG	& WHITE	VS. YAG	BRANDED	VS. YAG	PV 25'S	VS. YAG	VS. YAG	GENERICs	VS. YAG	PV 30'S	
1980	0.04		0.04										
1981	0.45	0.41	0.45	0.41									
1982	0.95	0.50	0.95	0.50	0.00	0.00	0.00	0.00					
1983	3.33	2.38	2.92	1.97	0.36	0.36	0.05	0.05					
1984	5.52	2.19	4.35	1.43	0.38	0.02	0.78	0.73					
1985	7.30	1.78	4.62	0.27	1.38	1.00	1.30	0.52					
1986	8.90	1.60	4.30	-0.32	2.69	1.31	1.90	0.60	0.01	0.01			
1987	10.23	1.33	3.95	-0.35	4.34	1.65	1.70	-0.20	0.24	0.23			
1988	11.12	0.89	3.27	-0.68	6.05	1.71	1.20	-0.50	0.60	0.36			
1989	14.90	3.78	2.76	-0.51	9.56	3.51	0.89	-0.31	0.73	0.13	0.94	0.02	
1990*	18.00	3.10	3.04	0.28	10.83	-1.27	0.61	-0.28	0.78	0.05	2.72	1.78	0.02

all 80's

based

85 100 85 100 85 100 85 100 85 100 85 100 85 100

40% 59% 44% 56% 43% 57% 27% 73% 18% 82% 41% 59% 100%

7.38 10.62 1.34 1.70 4.66 6.17 .160 .45 .14 .64 1.12 1.62 .02

744 10.62

82.00

85 100 120 NF

47.37 28.40 2.37 3.85 based

43% 70's = 1.65

57-85 220

FM

150 129 21 37 116 14 59 76 73

46 21 116 7 53 40 20